

# CITY-WIDE HOUSING STRATEGY

Development Concepts, Inc.

JHP Architecture/Urban Design

Jackson Research & Consulting

John McIlwain

# CITY-WIDE HOUSING STRATEGY

- ▶ Comprehensively address the current state of housing supply as compared to the current and future housing demand within the city.
- ▶ Special emphasis on workforce and affordable housing
- ▶ Identify:
  - ▶ trends in housing demand and preferences
  - ▶ opportunities to meet the demand and increase supply
  - ▶ and analyze prime housing development and redevelopment sites throughout the city

# CITY-WIDE HOUSING STRATEGY

- ▶ Phase 1: Issues & Opportunities
  - ▶ Phase 2: Strategies & Development Framework
  - ▶ Phase 3: Action Plan & Implementation
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- ▶ John McIlwain (Urban Land Institute)

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# BREAK-OUT SESSION

- ▶ Split into groups
- ▶ SWOT Exercise
  - ▶ **S**trengths
  - ▶ **W**eaknesses
  - ▶ **O**pportunities
  - ▶ **T**hreats

# TOPIC #1: STRENGTHS & WEAKNESSES

- ▶ What are the **strengths** of Greenville related to housing?
- ▶ What are the **weaknesses** related to housing?
- ▶ Example Topics:
  - ▶ Housing Quality
  - ▶ Affordability
  - ▶ Housing Options
  - ▶ Quality of Life
  - ▶ Employment Opportunities
  - ▶ Walkability / Mobility
  - ▶ School System
  - ▶ Leadership

# TOPIC #1: STRENGTHS & WEAKNESSES

- ▶ Think in the **Present**
- ▶ How does Greenville rate *right now*



# TOPIC #1: OPPORTUNITIES & THREATS

- ▶ What are the **opportunities** to improve housing in Greenville?
- ▶ What are the **threats** to achieving these opportunities?
- ▶ Example Topics:
  - ▶ Infill Development
  - ▶ Housing Diversity
  - ▶ Mixture of demographics / incomes
  - ▶ Too much / too little rental / for sale opportunities
  - ▶ Declining infrastructure
  - ▶ Job / Population Growth outside of city
  - ▶ Affordability

# TOPIC #2: OPPORTUNITIES & THREATS

- ▶ Think in the **future**
- ▶ How do your ideas help share future policy – what opportunities should the city go after, and what could be problem areas

## TOPIC #1

- ▶ What are the ***strengths*** of Greenville related to housing?
  - ▶ What are the ***weaknesses*** related to housing?
- 

## TOPIC #2

- ▶ What are the ***opportunities*** to improve housing in Greenville?
  - ▶ What are the ***threats*** to achieving these opportunities?
- 